Ontario’s Legal Framework for Cannabis & Exploring Strategies for Developing Prevention Campaigns
Ontario’s Legal Framework for Cannabis & Exploring Strategies for Developing Prevention Campaigns

October 11, 2017 • 10:00 – 11:30

RECORDING NOTICE: This webinar is recorded and will be made available to the general public on the HC Link website.

Moderated by:
Patricia Scott-Jeoffroy
Consultant, HC Link

Vicki Poulion
Consultant, Youth Advocacy Training Institute
HC Link and PAD

This webinar is brought to you by PAD and YATI and hosted by HC Link.

• **Parent Action on Drugs** (PAD) is a provincial organization that addresses issues related to youth substance use, and has programs for parents, youth, educators, and communities. More information at [www.parentactionondrugs.org](http://www.parentactionondrugs.org).

• PAD is a member of **HC Link**. HC Link provides consulting services, learning and networking events, and resources for health promotion in English and French. More information at [www.hclinkontario.ca](http://www.hclinkontario.ca).
This webinar is brought to you by PAD and YATI and hosted by HC Link.

- The **Youth Advocacy Training Institute** (YATI) is a health promotion resource centre, funded through the MOHLTC’s Smoke Free Ontario Strategy, with the mission to engage Ontario youth in advocacy for healthier communities, primarily through training. YATI is a program of The Lung Association.

More info at [www.youthadvocacy.ca](http://www.youthadvocacy.ca) and [www.on.lung.ca](http://www.on.lung.ca)
Learning Objectives

Understand the key elements of the Ontario Framework for Cannabis Legalization

Learn about prevention campaigns implemented in jurisdictions where cannabis is already legal

Review applicable lessons learned from tobacco prevention messaging

Discuss how these learnings, and experiences shared by attendees, can be applied to develop effective cannabis prevention messages for youth in Ontario
How would you rate your knowledge on cannabis use among youth?
What We Know

• 21.3% of youth in ON have used in last 12 months (OSDUHS)

• Use increases significantly with age/grade

• Co-use between tobacco and cannabis is very high

• Those who use cannabis regularly are more likely to use other substances
Who’s Using It?

OSDUHS, 2015

www.HCLinkOntario.ca   www.ReseauCS.ca
What We Know

- Impacts on brain: cognition, attention, memory, processing speed, visuospatial functioning
- Links to depression, anxiety disorders, and onset of other mental illnesses
- Increased likelihood of dependence among those who start using younger
Legislation
Poll

How are you feeling about upcoming legalization?
Federal Framework

The proposed **Cannabis Act** seeks to:

- restrict youth access to cannabis
- protect young people from promotion or enticements to use
- protect public health through strict product safety and quality requirements
- reduce the burden on the criminal justice system
- enhance public awareness of the health risks
In order to prevent youth from using cannabis, the Act would prohibit:

- products that are appealing to youth
- packaging or labelling cannabis in a way that makes it appealing to youth
- selling cannabis through self-service displays or vending machines
- promoting cannabis, except where promotion could not be seen by a young person

Penalties for violating these prohibitions include a fine up to $5 million or 3 years in jail.
$9.6 million for comprehensive public awareness campaign aimed especially at youth

Meant to address the young adult population that will legally be able to purchase it, and has the highest rates of use
“Safe and Sensible”

• Minimum age of purchase will be 19
• Those under 19 will be prohibited from possessing or consuming cannabis
• Endorsing Canada’s Lower Risk Cannabis Use Guidelines
• Training and supports to increase capacity of those who work with youth
“Safe and Sensible”
• Only to be used in private residences
• Measures to address drug-impaired driving will come in the following weeks
• Resources to guide employers and others in managing workplace safety issues related to impairment at work
“Safe and Sensible”
• Cannabis dispensaries will not be legal retailers, and will be shut down
• 80 stores will be open by July 1, 2019; 150 by 2020
• Online distribution will be available across the province
• Will restrict advertising, limit visibility of products to youth, and maintain a behind-the-counter retail environment
• Regulations on packaging and labelling will be enforced
• Will work closely with community priorities when determining store locations
What are your general reactions to the proposed legislation?
Youth Perceptions
What Canadian Youth Think About Cannabis

Attitudes drive behaviour!

• Think that everyone is using cannabis all the time

• Don’t see danger of driving after using cannabis

• Very mixed messages about health effects
Reason for Using

• Fit in with friends
• Something to do, especially in rural areas with limited entertainment options
• Parents and/or siblings using – general lack of authority from adult figures
• Availability and acceptability
• Perceived positive effects on the body and mind
Reasons not to Use

- Fear of Consequences
- Negative effects on body and mind
- Fear of being stigmatized
- Health effects
Youth Perceptions of Effective Prevention Approaches

• Identified inconsistent information and messaging as a major barrier
• Most could only remember “just say no” messaging, and boring presentation from teachers or police officers
• want to receive information from sources they trust who can speak credibly
  • includes parents and educators, but perhaps most importantly it includes peers.
Implications

• Avoid scare tactics
• Give both sides of the story
• Harm reduction, rather than abstinence
• Begin efforts early, with consistent follow up
• Different approaches based on target audience
• Provide different types of information

www.HCLinkOntario.ca     www.ReseauCS.ca
Protective Factors

- Community cohesion
- Participation in school activities
- School bonding
- Family sanctions against use
- Positive parent relationships
- Positive peer relationships
- Network of non-drug using peers
Prevention Strategies
Have you seen any effective cannabis prevention campaigns? Please explain.
Colorado

Principles of Prevention Efforts:
1. Comprehensive
2. Varied teaching methods
3. Sufficient dosage
4. Theory driven
5. Positive Relationships
6. Appropriately Timed
7. Socio-culturally relevant
8. Outcome evaluation
9. Well-trained staff
Be safe. Be educated. BE RESPONSIBLE.

Marijuana is legal in Colorado. But if you choose to use, there are a few things you need to know.

LEARN BEFORE YOU USE
Colorado – Protect What’s Next Campaign

WHAT'S NEXT FOR YOU?

Discover it. Do it. Share it.

Big or small, your goals matter. Don’t let marijuana get in the way.

START SETTING GOALS

www.HCLinkOntario.ca  www.ReseauCS.ca
Colorado – What’s Next Campaign
COLORADO RETAIL MARIJUANA

EDUCATION & PREVENTION RESOURCE GUIDE

www.HCLinkOntario.ca  www.ReseauCS.ca
BEING A TEENAGER IS HARD ENOUGH.

I'M NOT SURE POT WOULD HELP.
Oregon – Stay True To You

I DON’T WANT HIM TO USE POT, SO I DON’T.
WE KNOW. IT'S NOT AN EASY THING TO BRING UP.

But talking can lift a real weight off your kid's shoulders. So start the discussion. And keep it up. Whether you suspect your kids are using cannabis or not. Silence, in fact, is the most awkward thing of all.

If all teenagers are hearing about pot is "fun, chill and harmless," they're missing facts that may shape their decisions. Evidence suggests weed may adversely affect brain development. Heavy users also lose interest and motivation in school, dropping out at much higher rates. And, don't forget, it's still illegal for anyone under 21.
Evaluation looked at the effectiveness of the Stay True to You campaign at three different points: beginning, middle and end.

By end of campaign, a statistically significant higher portion of respondents were able to correctly identify the social norms and risks associated with underage cannabis use.
**Campaign Outreach:**

- **Social Media**
  - Campaigns on Facebook, Instagram, Twitter and Snapchat

- **Direct Outreach**
  - The Cannabis Conversations Toolkit with age-specific talking points to help adults talk with youth
  - Engagement events with youth serving agencies and schools across Clark and Skamania Counties to promote the campaign

- **Environmental Advertising**
  - “Lock it up” cards given out with every purchase at New Vansterdam and High End Marketplace marijuana retailers
  - Ads on 20 bus tails and inside 40 buses
  - Ads on Pandora, a popular free music app

© copyright Youth Now

www.HCLinkOntario.ca    www.ReseauCS.ca
cannabis CONVERSATIONS

For ages 18-21

Before you begin, think about whether the person you're talking to is looking for connection, facts, or direction.

WHAT to

(Choose the ones you think you relate to most.)

1. "You matter to me and I care about you. I want you to stay safe and healthy."

2. "Using marijuana can get in the way of school, college, or employment."

3. "If you use cannabis to deal with life, your brain can become less resilient to other stressors."

4. "If you use cannabis to deal with life, your brain can become less resilient to other stressors."

#weedcanwait
Lesson from Tobacco Prevention

- Youth engagement is an effective prevention strategy; engage them in the process
- Scare tactics do not work
- Youth are interested in health effects, but that alone does not always lead to behaviour change
- Denormalization is an effective strategy
Discussion
Contact Us – We do trainings and consultations

Call us 1-877-852-9284 (toll-free)
Email at yati@on.lung.ca
Follow us t: @youth_advocacy
f: Yati YouthAdvocacy
Visit us youthadvocacy.ca
Contact Us – We do Consultations and workshops

Call us 416-847-1575
(toll-free) 1-855-847-1575

Email at info@hclinkontario.ca

Follow us @HC_Link

Visit us www.HCLinkOntario.ca
www.reseauCS.ca
Thank You